

## CLAIMS

What is claimed is:

1. A method for dynamically providing a visual representation of a customizable advertisement within the context of a browser program running on a client computer comprising the steps of:
- 5
- (a) downloading a Web page file from a Web server, the Web page file including at least one advertising fragment;
- (b) locating an advertising applet program on an applet server using the advertising fragment, the advertising applet program containing program logic specifying how to construct the customizable advertisement;
- 10
- (c) running the advertising applet program within the context of the browser program at the client computer to execute the program logic to construct the visual representation of the customizable advertisement.
2. The method of Claim 1 further comprising the steps of:
- 15
- (d) determining user profile parameters for constructing the customizable advertisement; and
- (e) using the user profile parameters as input to the advertising applet program when constructing the visual representation of the customizable advertisement.
- 20
3. The method of Claim 1 further comprising the steps of:
- (d) determining run time specific information for constructing the customizable advertisement; and
- (e) using the run time specific information as input to the advertising applet program when constructing the visual representation of the customizable advertisement.
- 25

4. The method of Claim 3 wherein run time specific information is obtained from reading a Web browser cookie file.
5. The method of Claim 3 wherein the run time specific information is obtained from reading a computer specific identifier from the client computer.
- 5 6. The method of Claim 1 wherein the advertising fragment contains populated advertising content.
7. The method of Claim 1 wherein the advertising fragment is stored on an advertising server, separate from the Web server and the advertising server and the Web server are in communication to provide the advertising fragment.
- 10 8. The method of Claim 1 wherein the step of constructing the advertisement banner further comprises the step of:  
requesting advertising content from the applet server.
9. The method of Claim 8 wherein the step of requesting advertising content further comprises the step of:  
15 requesting advertising content from a content server in communication with the applet server.
10. An apparatus for dynamically providing a Web page with a user specific advertisement banner on a client computer display comprising:  
a Web browser requesting a Web page stored on a Web server containing  
20 an advertising fragment;  
a reference to an advertising applet program on an applet server obtained using the advertising fragment; and

09616605-071400

the advertising applet program constructing the advertisement banner on the client computer for display in the Web browser.

11. The apparatus method of Claim 10 further comprising:  
a set of user profile parameters for constructing the customizable  
advertisement; and  
where the advertising applet program uses the set of user profile  
parameters as input when constructing the advertisement banner.
12. The apparatus method of Claim 10 further comprising:  
run time specific information for constructing the customizable  
advertisement; and  
where the advertising applet program uses the run time specific  
information as input when constructing the advertisement banner.
13. The apparatus of Claim 12 wherein user specific information is obtained from  
reading a Web browser cookie file.
14. The apparatus of Claim 12 wherein the user specific information is obtained  
from reading a computer specific identifier from the client computer.
15. The apparatus of Claim 10 wherein the advertising fragment contains fully  
populated advertising content.
16. The apparatus of Claim 10 wherein the advertising fragment is stored on an  
advertising server, separate from the Web server and the advertising server and  
the Web server are in communication to provide the advertising fragment.

004720" 50997960

17. The apparatus of Claim 10 wherein the advertisement applet program further comprises:  
an advertising content requestor requesting advertising content from the applet server.

- 5 18. The apparatus of Claim 17 wherein requesting advertising content further comprises:  
a content requestor requesting advertising content from a content server in communication with the applet server.

- 10 19. A computer program product comprising:  
a computer usable medium comprising:  
a set of computer program instructions embodied on the computer usable medium, including instructions to:  
download a Web page file from a Web server, the Web page file including at least one advertising fragment;  
15 locate an advertising applet program on an applet server using the advertising fragment, the advertising applet program containing program logic specifying how to construct the customizable advertisement;  
run the advertising applet program within the context of the browser program at the client computer to execute the program logic to construct the  
20 visual representation of the customizable advertisement..

20. The computer program product of Claim 19 further comprising instructions to:  
determine user profile parameters for constructing the customizable advertisement; and  
use the user profile parameters as input to the advertising applet program  
25 when constructing the visual representation of the customizable advertisement.

007720-50997960

-18-

21. The computer program product of Claim 19 further comprising instructions to:
- determine run time specific information for constructing the customizable advertisement; and
  - use the run time specific information as input to the advertising applet program when constructing the visual representation of the customizable advertisement.

5

004T20" 5099T360